

TEST BANK

Test Bank - Chapter 1

The Origins of Alcohol and Beverage Trends

Chapter 1 - Multiple Choice

1. The human consumption of alcohol began unintentionally around:
 - a. 8,000 B.C.
 - b. 6,000 B.C.
 - c. 10,000 B.C.
 - d. 10 A.D.

Answer: a, pg.: 1

2. Which group of people were the first to distill?
 - a. the French
 - b. the Greeks
 - c. the Chinese
 - d. the Egyptians

Answer: c, pg.: 2

3. The Volstead Act outlawed all the following except the:
 - a. production of alcohol

- b. transportation of alcohol
- c. consumption of alcohol
- d. sales of alcohol

Answer: c, pg.: 6

Chapter 1 - True / False

4. When dealing with trends and fads, the appropriate strategies are the ones selected that enables a company to achieve superior performance and provide their company with a competitive advantage.

- a. true
- b. false

Answer: true, pg.: 10

5. The early Romans were largely responsible for spreading the vine throughout the Mediterranean.

- a. true
- b. false

Answer: true, pg.: 4, 21

6. During fermentation, yeasts interact with sugars to create methanol alcohol.

- a. true
- b. false

Answer: false, pg.: 2

Chapter 1 - Discussion Questions

7. How was alcohol discovered?
8. How were the religious orders important to the beverage industry?
9. What was the effect of the Phylloxera mite on the wine world?
10. What effect did Prohibition have on the alcohol industry?

Chapter 1 – Critical Thinking

11. Identify a current beverage trend in the marketplace, and select any one (or more) of the six external trend variables that it connects to.

Test Bank - Chapter 2

Introduction to Wine and Service

Chapter 2 - Multiple Choice

1. Western France includes the most important winemaking regions of:
 - a. Alsace, Burgundy and Champagne
 - b. Loire Valley and Bordeaux
 - c. Languedoc, Roussillon and Provence
 - d. Armagnac and Cognac

Answer: b, pg.: 25

2. The proper temperature range for serving white wine?
 - a. 40-45F °
 - b. 45-55F °
 - c. 40F ° or below

- d. 55-65F °

Answer: b, pg.: 49

3. Decanting a wine is done

- a. to aerate the wine.
- b. for display purposes.
- c. to remove sediment.
- d. for all of the above reasons.

Answer: d, pg.: 55

4. A grapes color, tanning and aromas and flavors derive from its?

- a. Skin
- b. Seeds
- c. Pulp
- d. Stems

Answer: a, pg.: 38

5. The three categories of wine include: Table, Sparkling and:

- a. sweet wine
- b. dry wine
- c. rose wine
- d. fortified wine

Answer: d, pg.: 39

Chapter 2 - True / False

6. Wines that contain proprietary-based labeling will always be made as a red Bordeaux-

style.

- a. true
- b. false

Answer: false, pg.: 45

7. A designated American Viticultural Area (AVA) will define grape varietal and other growing requirements.

- a. true
- b. false

Answer: false, pg.: 47

8. The Catholic church played a considerable influence in the early history in the development of wines in France

- a. true
- b. false

Answer: true, pg.: 22

Chapter 2 - Discussion Questions

- 9. Identify the proper serving temperatures of a white and red wine. What are the effects of serving a white wine and red wine too cold, and the effects of serving them too warm?
- 10. How are varietal based labeled wines easier to understand than compared to geographically based-labeled wines?

Chapter 2 – Critical Thinking

- 11. Beyond the obvious results of the competition, how has the judgment of Paris played